

The
Elliman's
AAA

(Ailments and Accidents)

BOOK

Massage & Training
for

SUMMER

SPORTS

Holiday Edition

**ALPHABETICALLY ARRANGED
FOR EASY REFERENCE.**

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THIS Summer Sports Edition of the Celebrated Elliman's "A.A.A." (Ailments and Accidents) Book has been published in order to meet the amazingly wide Public demand for a handy Work of Reference which will give to every health-loving Man and Woman the vital information necessary to keep Fit; to overcome the effects of early-season Stiffness, mid-season Staleness, Sprains, Soreness, and general want of Nervous and Muscular "Tone," to remedy those Accidents and specific complaints which so often accompany Sports and Outdoor Recreations—such as "Tennis Elbow," "Rowing Wrist," etc., and to take those scientifically accurate Training Precautions which have been proved by Amateur and Professional alike to ensure greater Proficiency in Games, Sports and Pastimes.

Every one who revels in the wonderful opportunities of Summer Weather and Holiday Freedom wishes to excel at whichever Sport or Pastime appeals to them. The joy of Conquest is a remembrance for ever, and the resultant benefit to Health and "the path back to youth" can also be achieved by all who follow the simple, practical, proved advice given in these pages.

The original text—re-arranged alphabetically for easy reference—is abridged from the work of a Leading Medical Authority who, in common with the Medical Profession as a whole, has had ample opportunity of proving the extraordinary value of Elliman's in illness, accident, breakdown, and emergency.

The section devoted to Massage not only retains the Scientific Precepts laid down in the general edition of the Book, but also shows for the first time in any popular text-book how "Self-Massage" can be employed without the aid of a third party.

In conclusion, the Editor recommends you to read through the whole of the Book before putting it by for reference, so that in any emergency you will be ready to turn to it, and without loss of time to put your finger upon the pages which will solve your problem.



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The Elliman

A.A.A.

(AILMENTS AND ACCIDENTS)

BOOK

SUMMER SPORTS AND HOLIDAY EDITION

Overwhelming Public Demand is responsible for the issue of this Special Edition of the Elliman "A.A.A." book. Indeed one has only to glance at the imposing list of Summer Sports and Recreations tabulated below to see at once that the advice given with regard to Training, First-Aid, Fitness and General Health appeals to almost 99 per cent. of the community.

Perhaps the greatest value of this work will be its advice to devotees of the following most Popular Summer Pastimes :—

Tennis
Golf
Rowing, Punting, Sculling
Motoring

Bathing
Cricket
Bowls
Walking

—showing how not only to achieve that SUCCESS which is the delight of all competitive peoples, but also how to derive the greatest Health Benefit from one's Recreations.

Amongst the other favourite pastimes—all of which may involve risk of Accidents, Chills, Colds, Stiffness, Cramp, Exposure to Evening Mists, Muscular Strain, etc., are these :—

Angling
Archery
Athletics
Boxing
Camping
Caravanning
Climbing
Coursing

Croquet
Cycling
Fishing
Flying
Hurdling
Motorboating
Polo
Racing

Riding
Running
Scouting
Swimming
Touring
Water Polo
Yachting

The Reader has only to turn to the Alphabetical indication to receive, at once, the full benefit of that Training and First-Aid advice which will be of help in all emergencies.

ACHES AND PAINS in Summer Sports, and also in the general health of Workers and Holiday-makers at that Season of the Year, arise from a great variety of causes, and unless there is some exceptionally serious injury or disease as the predominant factor, it will be found that very speedy relief can, in all cases, be experienced by rubbing or massaging the affected part with Elliman's.

Under the heading "Massage," detailed instructions, plainly illustrated, are given for the general massage of the various parts of the body—even though one has not the services of a Trainer or Masseur available; meanwhile, the mere act of rubbing in Elliman's in cases of local pain restricted to a small area, cannot fail to afford relief, even when practised by the most inexperienced in the principles of massage. Pains may arise from:—

MUSCULAR STIFFNESS, due to Colds or Chills, Over-Exertion, Exposure to Evening Mists, after-effects of Perspiration, Athletics, Bruising, Strains, Sprains or Muscular Rheumatism.

COLDS AND CHILLS, causing acute sensitiveness of certain Nerves, as in Neuralgia, or as manifested in Sore Throat, Soreness of the Chest, etc.

INFLAMMATION due to unaccustomed exercise of certain muscles, etc.

ADHESIONS AND SWELLINGS around Bones and Joints, as in Gout, Rheumatism, etc., and as the after consequence of Dislocation or Sprains.

INTERNAL DISORDERS, as in the case of Colic, Backache, Bilious Headaches, Chills after Bathing, or over-heating of the Body, etc.

CUTS, WOUNDS, AND OTHER INJURIES—painful after-effects.

In all of these cases the use of Elliman's has been found by practical experience of Physicians, Nurses, Athletes, Sportsmen and a vast multitude of the General Public, to be invaluable. Elliman's has a preventative power that extends even to deep-seated inflammation. It restores suppleness to the muscles and healthy action to secretion and excretion of the skin pores; stimulates circulation; promotes essential heat where this is required, allays pain, and breaks down adhesions.

In the following pages, valuable hints in Treatment and First-Aid will be found alphabetically under each individual heading, so that constant reference to an index is avoided, and any particular subject can be instantly found.

ADHESIONS are fibrous strands which develop as the result of inflammation around bones and joints—particularly noticeable in sprains and in Rheumatic conditions. These strands bind down the various ligaments or ends of the bones, or the lubricating membranes of joints in such a way as to prevent free movement; or again, if slight, they may cause considerable pain during certain movements or on severe exertion of the joint even though not preventing such movement. The prevention of these adhesions is a most im-

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portant part of the treatment of sprains and other causes, and at the same time constitutes one of the most valuable functions of Elliman's.

Massage with Elliman's must be commenced (see **Massage**) as early as possible, combined with douching or fomenting (see **Fomentations**), and of moving the joint backwards and forwards **gently**, continuing to do so every time the massage is done. This movement must not be attempted by muscular effort, but by manual manipulation, either by the patient, if practicable, or by the one undertaking the massage, and **on no account must it be overdone**, especially in the case of sprains. The movements can be gradually made more and more freely, according to the condition of the patient as time goes on.

AGUE.—This complaint, usually associated with Malaria, requires, of course, competent Medical treatment, but in cases where vomiting takes place, a First-Aid measure which is nearly always effective in checking the vomiting is to apply Elliman's sprinkled on a hot flannel over the pit of the stomach.

ANKLE.—**Cyclist's Ankle**—a condition of inflammation of the sheaths of the tendon which makes movement very painful. Treat as for **Synovitis** (see page 21).

—**Dislocations at**—are due to falls from a height or jumping from a moving vehicle, or sudden twists.

To reduce.—Lay the patient flat on his back, bend the hip and knee, then pull at the foot, and gently move from side to side, i.e. pull and wriggle the foot into position. Keep the foot at rest for two weeks, then begin massage with Elliman's, combined with gentle movements to prevent **Adhesions**. In all dis-

locations of the ankle an assistant is absolutely necessary to hold the thigh and counteract you when pulling.

ARTERIAL HÆMORRHAGE
(see **Hæmorrhage**).

ATHLETES, General Training of (see also **Training : Hints on**). In training for practically every branch of sport, Athletics or Summer Recreation, and in deriving the utmost Health Benefit from the same, the inestimable value of **rubbing with Elliman's**, and of **massage with Elliman's** is everywhere recognised.

The sense of relief, suppleness, litheness, coolness and comfort felt after an ordinary rubbing with Elliman's is considerable, but if instead of merely a good indiscriminate rubbing, **kneading, tapping and pressing** of the various muscles are also added, as described under the section headed "**Massage**"—infinitely greater Relief and Health Benefit will be enjoyed. Massage improves the "tone" of muscles by inducing a plentiful supply of "new" blood, by helping the flow of lymph, and by generally speeding-up the tissue changes which are essential to well-being. It also minimises the effects of Stiffness, Soreness, Bruising, Cramp, etc., which constantly tend to occur while taking exercise—especially in such popular recreations as Tennis, Cricket, Swimming, Golf and Boating (see **Massage and Training**).

BACKACHE is a very common complaint, especially in the early season, amongst Sportsmen and Sportswomen, and may be due to a variety of causes: such as a too sudden cooling of the body after exertion, as in Tennis, Boating, Golf or Athletics; the bringing

into play of unaccustomed muscles—or the after effects of Winter Ills and the presence of uric acid deposits.

Signs.—Usually a gnawing, boring pain of a constant character, often without cessation from day to day. Whatever its causes, it is, in the majority of cases, greatly relieved by **Massage** (see page 16) with Elliman's, with or without **Fomentations** (see page 12).

When due to Uric Acid or Kidney pain, which is usually felt on one side only, brisk massage with Elliman's with its consequent penetrative, stimulating warmth, will be found extremely beneficial. A blue pill at night, followed by a saline draught in the morning, should be taken occasionally. See also **Lumbago**.

In any case a good "rub in" with Elliman's will bring extraordinary relief and fit the "patient" for a full day's exercise on the morrow.

BANDAGING.—There are many varieties of bandage in use by physicians and surgeons, but for all practical first-aid requirements, after injury in sporting or general accidents, the following illustrations depict those that will be found the most serviceable.

In using roll bandages (figs. 4 to 9) care must be taken to begin the bandaging at the most distant part and to bring gradually over and beyond the injured area. It must be done uniformly, the same amount of gentle pressure being maintained with each turn. The last turn is best fixed by pinning it with a safety-pin, but bandages may be slit down the middle to a length sufficient to enable the two ends to be tied around the limb, in

which case care must be taken not to tie too tightly. One such tight turn may spoil the whole benefit of the bandaging by causing constriction, pressing upon the veins and lymphatics, thus impeding the free circulation of the blood and lymph.



FIG. 1.
A simple head bandage fastened with an ordinary safety-pin.



FIG. 2.
A simple eye bandage.

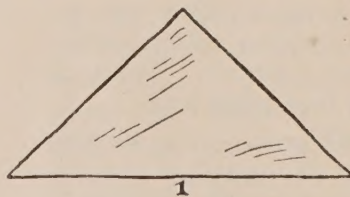
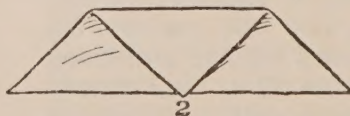
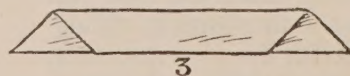


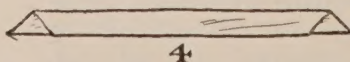
FIG. 3.
No. 1. Triangular bandage, being half a square of calico, 1 yard to 40 inches in size.



No. 2. First step in forming a bandage.



No. 3. Broad bandage.



No. 4. Narrow bandage.

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FIG. 4.
A finger bandage.

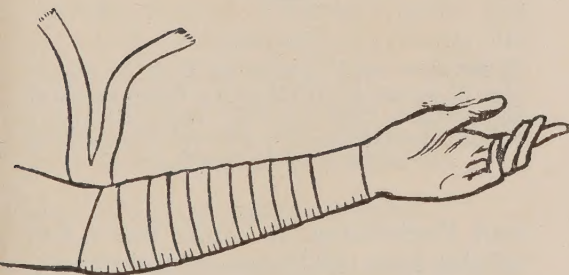


FIG. 5.
A bandage for the arms, the ends split for tying.

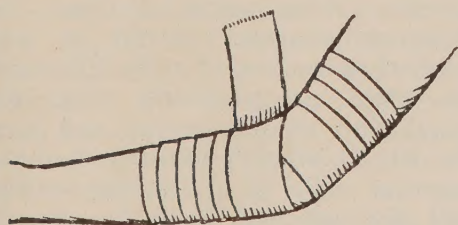


FIG. 6.
Elbow bandage, the last turn not completed.

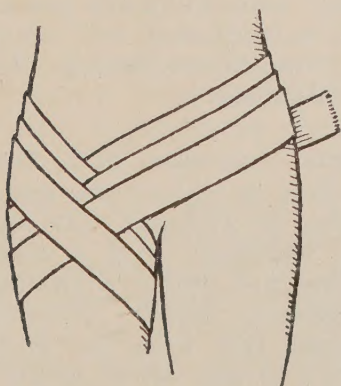


FIG. 7.
Groin bandage.

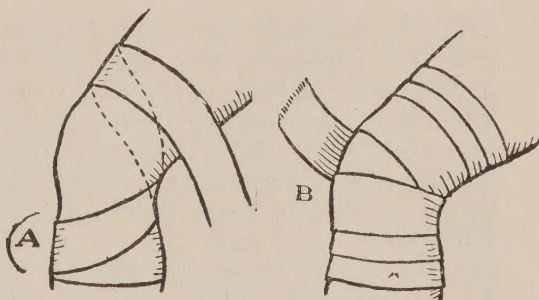


FIG. 8.
A. First turn of a knee bandage. B. Last turn uncompleted.



FIG. 9.
Foot and leg bandage, showing also how to "reverse" the bandage.

BATHS AND BATHING (see also **Training**).—After the long and tedious restrictions of Winter Days and the uncertainty of Spring Weather, who can resist the temptations of a "dip in the briny" at the earliest opportunity? But even Summer Sunshine, and especially early Summer Sunshine, can be deceitful. The sky is blue; the air is warm and captivating, but the sea may still be far too cold to be wooed with impunity, and many a rash bather has emerged from the long-anticipated immersion blue with cold, muscle-cramped and with a lasting sensation of chill at the pit of the stomach. In all such cases it is impossible to over-emphasise the importance of a good rub-down with Elliman's at the earliest opportunity. In fact every bather or swimmer (see **Swimming**) should make a practice of taking a bottle of this indispensable Embrocation with them so that their

chilled, cramped or tired muscles can be warmed and restored to suppleness **before dressing**, and the circulation of the blood stimulated and revived. Practically every Amateur and Professional Swimmer relies upon this brisk rubbing with Elliman's, and too much stress cannot be laid upon the fact that it is unhealthy to suffer the reaction of immersion in cold water without a vigorous "antidote" of Embrocation **plus** rubbing.

BATHS (see also **Training**).—Baths may be cold (40° to 70° F.; Tepid, 80° to 90° F.; Warm, 90° to 100° F.; or Hot, 100° to 110° F.). In preparing a warm or hot bath it is best to put in the cold water first and add the hot as required—thus avoiding the danger of possible scalding. No Hot Bath should last longer than 15 to 20 minutes. Never leave an invalid alone in a hot bath in case faintness occurs, when drowning is possible. Persons with Heart Disease should avoid Baths for the same reason.

After exercise.—After exercise or exertion, a tablespoonful or two of Elliman's added to the water makes a silky and antiseptic bath, preventing stiffness and soreness. Added to the hot **Foot Bath** it is useful to prevent chill from feet being damp (see **Feet**). In the same circumstances it is good for bathing the hands.

Undressing and dressing should always be as rapid as possible, before and after bathing, and the rub-down brisk enough to thoroughly restore circulation.

N.B.—Where there is Eczema or other skin disease, Elliman's should not be used.

BICEPS.—Aches, Stiffness, etc.—Cricketers, Golfers, Swimmers, Athletes, Tennis Players, Scullers,

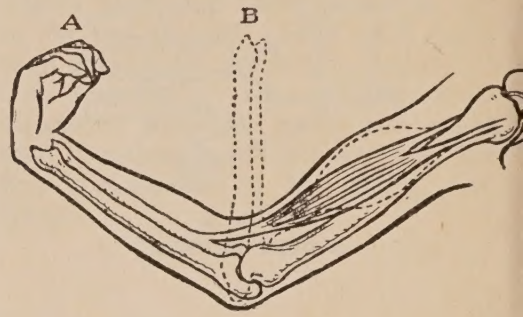


FIG. 10.

TREATMENT OF RUPTURE OF BICEPS.—Showing the action of the muscle. When ruptured the forearm must be fully bent (B) and a bandage passed round upper and lower arm to retain it in this position.

and Yachtsmen, to quote but a few of the host of Summer Sportsfolk, are often troubled with stiffness, aching or a sensation of muscular cramp in the Biceps. The remedy is simple, as can be vouched for by all Professional Trainers in these sports. After each exertion the exercised muscles should be well rubbed or massaged with Elliman's **as soon as possible** after the conclusion of the event, and next day **no ill-effects whatever** of the exertion will be observed—rather will the affected limb be greatly increased in efficiency and in power to continue. Even after serious breakdown in actual competition and endurance tests, a timely "rub-down" with Elliman's has enabled many a contestant to "carry on" and win championship honours (see **Massage**).

Biceps—Sprains and Rupture of.—Due to violent exertion, severe bruising or wounds. The signs are pain, weakness, and a semi-solid swelling not unlike a swelling due to escaped blood. **Treatment:** Absolute rest with the limb in a position to take off all strain on the muscle. Forearm should be fully bent and bound in this position (fig. 10). Later, after a week or ten

days, very gentle massage with Elliman's twice daily and slight movement by an attendant once daily.

BILIOUSNESS. — **Treatment :** Prevention as in constipation. Have the eyes seen to, avoid over-study or too close eye work during attack. Rest, abstention from solid food. A hot fomentation sprinkled with Elliman's over the pit of the stomach often relieves the discomfort and allays the vomiting.

Massage with Elliman's over the upper part of the body is very beneficial during the intervals.

BITES (see Insect Bites).

BLEEDING (see Hæmorrhage).

BLISTERS.—Blistering is frequently resorted to as a means of inducing counter-irritation, or for drawing away fluid locally in cases of severe inflammation—but in no case should it be resorted to without consulting a medical man. Elliman's can be most effectively used by soaking a piece of flannel, wrung out of very hot water, in the Embrocation which must be previously warmed by standing the uncorked bottle in hot water. Put the flannel on the selected spot and cover with a piece of oiled silk or waterproof material, or a piece of glazed butter paper, slightly larger than the flannel. Cover with cotton wool and a bandage. **Leave on for some hours if bearable,** and renew if blistering does not result.

BOWLS.—The Bowling Season finds many "devotees of the biassed wood" always anxious to display their prowess on Rink or Crowned Green, and many an exciting game is prolonged until evening mists and chill darkness put an end to the day's games of this fascinating sport. Then comes the aftermath

of cramped muscles and aches and pains which has put many a player out of action or spoilt his "form" on the following day. A wise counsel, especially favoured by Professional Bowlers in the North-West Countries, is to follow each game of Bowls with a rub-down with Elliman's, which not only keeps the muscles of the legs supple and the bowling arm sensitive to the feel of the wood, but also absolutely prevents any ill-effects of indulgence in the ancient game. In Bowls, as in all other games of mental and physical skill, absolute fitness is the keynote.

BRONCHITIS even in warm Summer Weather is a dangerous disease and needs skilled attention, but the general treatment is to keep the patient's strength up by nourishing food. Keep the air of the room charged with moisture from boiling water in open shallow vessels placed about the room, or by means of a bronchitis kettle.

Relieve the pain by applying Elliman's on flannel on the chest, and either poulticing the chest well or covering it with a jacket of warm dry cotton wool. Avoid draughts.

Chronic Bronchitis and the prolongation of winter cough in adults and old people derive more benefit from vigorous application of Elliman's Embrocation, and the general treatment mentioned under Colds of chest (see Chest) than any number of drugs.

The whole chest, back and front, should be well rubbed night and morning for ten minutes with Elliman's

BRUISES.—In cases of Bruising, a nasty "bang" with a cricket ball, the effects of a fall, or any superficial injury in sport, where the skin is not broken, immediate rubbing with Elliman's after bathing the part with hot water for ten minutes will

give earliest relief and cure. Massage well round the bruised area to prevent stiffness.

BUNIONS.—Due to tight footwear, pressure, etc., are a serious handicap to proficiency and enjoyment of Summer Sport. It is important, therefore, to observe the following rules: **First**, remove all causes of pressure. It is best to rest completely, if possible, and apply hot fomentations sprinkled with Elliman's.

After the pain is relieved, gentle rubbing with Elliman's will aid the absorption of the fluid, and prevent the Periostitis becoming chronic.

An apparatus may be worn to pull the big toe into position, and so relieve the pressure on the bunion.

CAPILLARY HÆMORRHAGE (see Hæmorrhage).

CATARRH (see Colds, Chronic).

CHEST, Colds of.—Upon first symptoms, Elliman's to be well rubbed in with the hand over the chest and throat when in bed; a piece of flannel should then be sopped with Embrocation and wrung, then laid upon the chest. This should be kept on for ten minutes after a sharp, tingling sensation begins to be felt. Hot milk mixed with an equal quantity of Apollinaris water, may be taken three or four times a day to help the cough.

CHILLS.—A sensation of chilliness, when accompanied by shivering during the exposure to night air, or due to sitting in a draught, or after becoming overheated, should never be neglected. A hot lemon drink when in bed, followed by Elliman's applied to the throat and chest with the hand, will be found most effective in preventing a cold or other ill-consequence.

CIRCULATION.—To restore healthy and vigorous circulation in over-tired muscles (see Massage).

COLIC.—When due to the effect of pills or purgatives, wind in the bowels, or exposure to cold, is usually greatly relieved by the employment of Elliman's applied to the abdomen with gentle friction and pressure; afterwards covering over with warmed flannel. Castor oil may be administered if the attack is prolonged. If there is the least sign of inflammation, rapid pulse, or feverish temperature, medical aid should be at once summoned, as the cause may be more serious.

COLLAR-BONE.—**Dislocation of the Outer End.**—Treat by putting a soft roll of flannel in the arm-pit, and pushing up the arm, while maintaining pressure over the collar-bone, the arm is then bandaged to the side by a triangular bandage.

Then put a pad of cotton wool over the swelling, and keep it in its place with a strap passing under the opposite arm-pit, or round the bent fore-arm, which is kept in a sling, on the injured side.

Prevent inflammation, and treat the stiffness after healing by gently progressive movements each day, and gentle kneading of the surrounding muscles with Elliman's.

—**Dislocation of the Inner End.** A swelling which is obviously the collar-bone, is found on one side of the upper end of the breast-bone. A truss similar to that worn for rupture, or a strap over a pad of cotton wool or flannel, can be employed to keep it in its place. The fore-arm must be put in a sling for three or four weeks at least.

CONSTIPATION.—**Treatment.**—First correct the diet. If too much animal food is indulged in and too little vegetable food, eat less butcher's meat, and instead eggs, poultry, fish and game should be taken, also more boiled or fresh vegetables, such as lettuce, spinach, endive, seakale, asparagus, celery,

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peas, beans, watercress, cauliflower, tomatoes, onions, etc.

Ripe fruits of all kinds should be taken regularly. Prunes, figs, bananas, grapes, stewed pears and apples are specially good. Avoid anything which from experience causes indigestion.

Massage of the Belly daily for about 20 minutes, rubbing, tapping, and kneading, at first gently and then firmly and deeply, ending by following the line of the big gut, i.e. beginning on the right side low down, passing directly upwards to the ribs, then across the belly just above the navel, then down the left side (see **Massage**).

Alternate douching of the abdomen with hot and cold water excites the bowel to activity, and if a vigorous application of Elliman's be then made, the abdominal muscles are greatly improved in vigour.

CONTUSIONS (see **Bruises**).

CORNS.—After soaking the feet in warm water, shave the corn with a clean knife, or remove by scraping as much as possible of the hardened skin. Then attend to the shape and fit of the boots, and wear a piece of plaster with a hole cut in it over the site of the corn.

Rubbing with Elliman's greatly eases the pain.

CRAMP.—A painful and often serious spasmodic contraction of the muscles due to over-exertion or false movement of a limb or part of the body. Push-cyclists, Swimmers, Walkers, Athletes, and most players of strenuous games are subject to this affection which is, of course, most dangerous when Swimming. Care should be taken that the specific muscles and joints most used in any particular form of exertion are rendered supple and pliant **before** "entering the arena," and this can best be done by a liberal rubbing in of Elliman's. Physiologically speaking, Cramp is

the earliest sign of the exhaustion of the nerve centres which suddenly refuse to impart the required stimulus to muscular flexion and contraction, thus leaving the affected part "tied-up" as it were.

Treatment: Immediate rubbing or massage are essential—followed, in severe cases, by rest and change. In most cases of Cramp a day or so's rest with massage with Elliman's twice daily (i.e. early morning and before retiring) will entirely relieve the condition, and a brisk **rubbing** and **kneading** (see **Massage**) before any further exertion of the part should prevent the recurrence of the trouble. Amongst these particular forms experienced by devotees of Summer Sport are Cramp: **in the forearms**, experienced by Scullers, Rowers, Punters, Gymnasts, etc.; **in the wrists**, by Tennis Players, Golfers, Bowlers, etc.; **in the leg muscles**, by Runners, Cricketers, Walkers, etc. These can all readily be dealt with by following the directions given in the section devoted to **Massage**.

—**Writer's Cramp**.—In addition to treatment with Elliman's, the best method of prevention is to write less from the fingers and more from the elbow.

CUTS (see **Wounds**).

CYCLIST'S ANKLE (see **Ankle**).

DIARRHŒA must never be neglected, as it may lead to very serious consequences. If unaccompanied by fever or marked physical disturbance, a dose of castor oil will generally remove the cause. If accompanied by Colic, rub the abdomen well with Elliman's to ease the pain.

DISLOCATIONS—of the Ankle (see **Ankle**); of the Collar-bone (see **Collar-bone**).

The after treatment is exactly like that of sprain, and depends chiefly upon massage with Elliman's.

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Only certain dislocations can be treated by unskilled persons.

Always examine and compare the opposite joint, i.e. compare the injured and healthy parts.

—of the Jaw.—On no account must reduction be attempted if it is possible to secure swift medical or hospital aid, but if a case occurs where it is not possible the following are the signs and treatment:—

Signs.—An open mouth which cannot be closed, dribbling of saliva, inability to speak, hollowed cheeks with a swelling between the ear and eye.

Treatment.—Make the patient sit down, then stand facing him, and wrap your thumbs with the corner of a towel; now place the protected thumbs on the lower back teeth, and twist the fingers forwards under the chin. Then press firmly with the thumbs, and at the same time lever the chin upwards and forwards with the fingers. A sudden snap occurs when the reduction is effected, and if the thumbs are not protected a severe bite results. Now put on a four-tailed bandage which must be worn for a week. The patient should be fed on fluids.

—of the Shoulder.—The Deformity is such that the elbow is held away from the side, and pointing a little backwards or forwards. There is a marked hollow under the tip of the Shoulder.

If the girth of the two shoulders be measured by a tape, that of the injured side will be from 1 inch to 2 inches greater than the sound shoulder.

Treatment.—The method of reduction is to place the patient, with chest and arms bare, flat on the back.

Now take off your boot—if the right shoulder is dislocated the right boot must be removed, and vice versa. Sit on the mattress, on

the side injured, facing the patient. Place your heel in the arm-pit. Grasp the wrist and forearm firmly and pull towards you, first pulling the arm in a direction somewhat

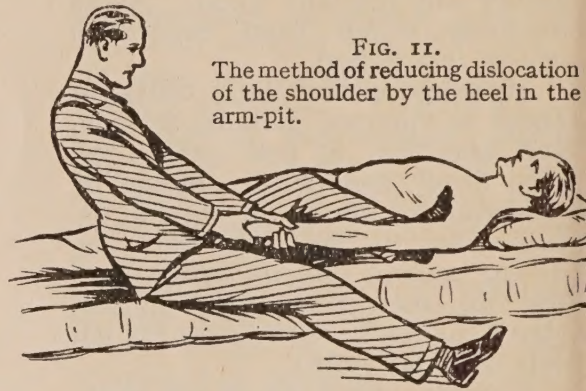


FIG. 11.
The method of reducing dislocation of the shoulder by the heel in the arm-pit.

away from the side, and while continuing to pull, bring it towards the side, pushing the upper end of the arm bone out of the arm-pit with the heel at the same time. In fact, you use the heel as a fulcrum, and the patient's arm as a lever.

A click may be heard and a sense of relief experienced by the patient when the reduction has occurred.



FIG. 12.
SELF-HELP.—A novel method of reducing a shoulder dislocation. The upper bar of the gate replaces the heel in the arm-pit, the extension is supplied by traction on the lower bar (see fig. 11).

—of the Elbow.—Many varieties occur. One or both bones of the fore-arm may be dislocated, either backwards or forwards.

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Treatment.—Bend the elbow at right angles. Pull at the wrist with one hand, and press back the swelling on front of the elbow with the thumb of the other. The arm of the patient may be passed under the arm or back rail of a chair while you pull at the wrist, unless a third person is available to hold the upper arm while you pull. Do not let go, but at once put a pad where the swelling in front of the elbow existed, and bandage it firmly. Keep the arm bent a little more than at right angles, and put it in a sling for a month. Then use **Massage** (see page 16) with Elliman's for the stiffness. See also **Fomentations**.

—of the Wrist.—Treatment.

Bend the patient's elbow to a right angle, grasp the hand as in hand-shaking, put your other hand against the patient's upper arm, pull the hand and push the arm away as if you were trying to pull the hand off. There will be no doubt about reduction when effected. Then apply a straight piece of wood as a splint to the front and back of the arm. A good method is to fold a newspaper into a convenient breadth. Bandage with strips of linen handkerchiefs, or triangular bandages. Keep in the splints for ten days, then treat once a day by massage with Elliman's (see **Massage**) for another fortnight, taking off the splints to do so and replacing them; remove the splints entirely at the end of this period, but continue massage till all stiffness disappears.

—of the Thumb backwards.—

To reduce.—Hold the wrist firmly with the left hand. Now grasp the thumb with the fingers of the right hand, pushing the pulp of your thumb against the back of the patient's thumb as in gripping a piece of wood to break it in two at some definite point, press the patient's thumb backwards as if

dislocating further, then pull, and while pulling, bring the thumb straight. The thumb must then be covered with cotton wool and bandaged for a fortnight.

—of the **Fingers**, is easily reduced by pulling and manipulating the swelling (see fig. 13).

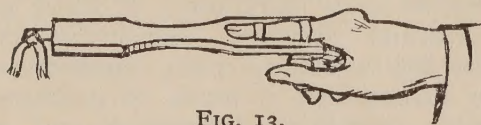


FIG. 13.

Showing how to make and use the apparatus most useful in reducing finger dislocation, traction is made on the piece of wood while the patient's wrist is held firmly (see fig. 14).

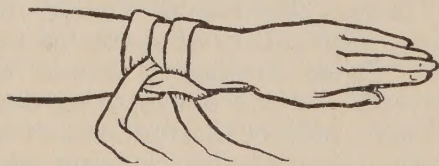


FIG. 14.

Should it be impossible to make the above apparatus, apply a clove hitch to the finger, using a strong piece of tape or thick string to pull. Above illustration shows the *Clove Hitch*, which may be applied to any of the limbs in order to gain a good hold for pulling.

—of the Hip.—To reduce.—

Place the patient flat on his back on the floor. Bend the knee to a right angle, and the hip at right angles to the body. Now straddle the leg (shin part) facing the injured person's face, place both arms under the patient's bent knee, and grasp your elbows. Now pull upwards with your arms, but prevent the patient's knee straightening by half sitting on the foot and ankle. Absolute rest in splints is necessary for four or five weeks, then the usual massage treatment for sprains, etc. (see **Massage**).

—Other Dislocations are almost impossible for a layman to treat, and medical aid should be summoned as soon as possible.

After treatment must consist of gentle massage with Elliman's, and gradually progressive movements. **DRAUGHTS, Exposure to** (see **Chills**).

FEET.—In all branches of Outdoor Sport whether involving chiefly manual dexterity or not, the care of the feet is most important. On Health considerations alone, quite apart from the sense of well-being and super-fitness which "foot comfort" confers, the feet should receive regular daily attention. If there is continual swelling (especially in the hot weather), pain, tenderness or discomfort, it tends to produce great irritation, depression and a lowering of the general vitality, besides preventing one from achieving success in any branch of Sport or Game. Footwear should be roomy, with plenty of space for the toes. Strict cleanliness should be observed. After a hot or tiring day, swellings, pain or discomfort can be quickly removed and clogging perspiration entirely eliminated by adding a tablespoonful of Elliman's to a warm foot-bath. If the feet have become soaked, damp or chilled through, take a hot foot-bath as soon as possible, adding Elliman's as above. See also **Corns and Bunions**.

In such events as Long-Distance Running, Pedal Cycling, or Walking, it is wonderful how quickly relief is obtained and exhaustion is supplanted by a new sense of "refreshment" simply by rubbing in a liberal quantity of Elliman's. Many Champion Athletes in endurance tests have recovered as if by magic, after appearing to be "dead-beat," by the timely application of Elliman's by their Trainers.

FIRST-AID.—Wherever measures are given in this book for First-Aid in accident or illness, it must always be remembered that if the trouble or injury is severe or serious, medical aid must be sought as quickly as possible after following the directions herein given for the relief or comfort of the patient.

FISHING. — Fishermen and Anglers both before and after long exposure to damp and wet weather should take care to have a "rub-down" with Elliman's—a sure preventive of ill-effects and aches and pains, and a certain relief in the case of recurrence of "old" Rheumatic twinges. Every enthusiastic wielder of rod and line finds additional enjoyment from his favourite sport when the muscles are well-lubricated, the joints supple, and the circulation in vigorous order by this simple and inexpensive precaution.

FOMENTATIONS are most invaluable in the treatment of inflammation of any kind. Use Elliman's in the proportion of one teaspoonful to each pint of hot water. Continually squeeze cloth dipped in this over the parts for ten to fifteen minutes, then put soaked cloth over the part, cover with a square of oiled silk and bandage (see also **Adhesions**).

FRACTURES.—Treatment by First-Aid is directed simply to fix the limb so that no movement can occur between the broken ends. This is done by splints which can be made from any stiff material. They should, if possible, be broader than the diameter of the limb, and should be long enough to pass beyond the joints above and below the fracture.

They are retained in place by means of bandages, handkerchiefs or strips of any soft material.

For the arm, brown paper or newspapers folded up form excellent splints. For the leg, cardboard, broom handles, umbrellas, or tying both limbs together act admirably.

A splint should be put on both inner and outer sides of the limb. For the leg, the best position is with the knee straight.

For the arm, with the elbow bent

at right angles, and the forearm suspended in a sling.

If there is a wound as well, or the fracture be compound, first immediately apply a pad soaked in diluted Elliman's over the wound and then secondly, put on the splints to prevent movement while you now thoroughly treat the wound.

All clothing should be cut off: unnecessary movement may make a simple wound compound, and so increase its gravity tenfold. If surgical aid be within reach, simply apply the pad and put on the splint; do not cleanse the wound.

It is in the after treatment that Elliman's is so beneficial when stiffness and swelling persist (see **Massage, Fomentations, Adhesions**).

A thorough douching followed by massage with Elliman's twice a day will soon make the part supple, unless there be adhesions present in the adjacent joints. These should be broken down (by a doctor) by forcibly moving the joints, and then by applying massage and gentle movements to prevent their reformation. But adhesions amongst the muscles and tendons can be treated successfully by free movement and plentiful and vigorous rubbing and kneading with Elliman's without any special surgical assistance.

FRICTION (see **Massage**).

GUN-KICKING, Bruises from, causes considerable bruising and contusion of the shoulder, with pain and stiffness on movement. If the part be thoroughly bathed with warm water and then gently massaged with Elliman's five to ten minutes after the day's sport, stroking and friction being used, shooting without discomfort may be resumed the next day.

HÆMORRHAGE or BLEEDING (see also **Wounds**).

—**from the Nose**.—In ordinary cases, this can be dealt with by

making the patient stand erect, arms raised above the head. Bathe the face with ice water, or very cold water—also apply a cold sponge to the nape of the neck. Inhaling should be gently done through the bleeding nostril. **Don't** let the patient **blow** the nose.

If disease is suspected as a cause, summon the Doctor at once.

—**External**.—May be of three varieties:—

1. Capillary. 2. Venous.
3. Arterial.

—**Capillary Bleeding** is bleeding from the minutest vessels, there is no definite point or points from which you can say blood exudes. It simply soaks from the wound and becomes red immediately it appears.

—**Venous Bleeding** is continuous and not pumping, it "wells up" and issues from the side of the wound farthest from the heart, except in varicose veins, or when the veins are exceedingly numerous, when it bleeds from both ends and in a constant powerful stream, which soon kills if unchecked.

The blood is dark in colour as it appears.



FIG. 15.

A method of stopping hæmorrhage from any part of the scalp, and especially from the temporal region. The bandage or strong tape must be about $1\frac{1}{2}$ inches wide, and in twisting the ends considerable force must be exercised.

—**Arterial Bleeding** is pumping, i.e. it appears in jets. The blood is bright red, and comes from the side of the wound nearest the heart.

—**To Check Capillary Hæmorrhage.**—Simple exposure to the air after washing away the blood clots is sufficient. But should it persist, run a little cold water over it, or soak a clean piece of linen in cold water and firmly press it over the wound, or a little linen soaked in diluted Elliman's (1 in 3) will almost immediately stop it. If it is a deep wound, plug it with linen strips soaked in Elliman's, diluted 1 in 3 of water.

—**Venous Hæmorrhage** always stops by elevation of the part. If this be impossible, apply a cold pad (made by soaking a piece of linen in cold water) over the wound and bandage firmly. If the bleeding is severe, a little Elliman's may be used on the linen pad, then a bandage applied for twenty-four hours. After which the pad must be taken off, and if the bleeding restarts, apply some more Elliman's and again bandage. Water as hot as the whole hand can bear is as useful as cold water.

Note.—Pressure over the wound will always stop bleeding, and one

always has one's fingers to apply pressure with. Should there be two or three points bleeding, a bandage applied round the limb beyond the wound, i.e. farthest from the heart, will stop venous bleeding except in the case of varicose veins, when a bandage must be applied both sides of the wound, i.e. top and bottom.

—**Arterial Hæmorrhage** can be treated by cold or very hot water, or by pressure with a pad and bandage, or by Elliman's dabbed on the wound or used as a compress.

If severe, the vessel supplying the part must be compressed either by means of the hand and fingers, or by what is called a Tourniquet, until skilled assistance can be secured (see figs. 15 to 18).

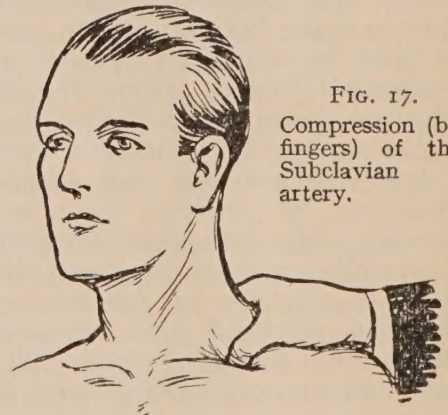


FIG. 17.
Compression (by fingers) of the Subclavian artery.

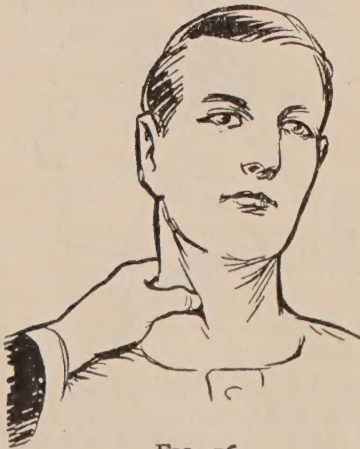


FIG. 16.
Compression (by fingers) of the Carotid artery.

IN CASES OF BLEEDING.
At once remove all clothing so as to see what variety of bleeding is going on.

Then tear off a piece of clean linen or handkerchief, make a pad of it, and apply it over the wound, no matter what variety, and press it firmly with the fingers. This stops the bleeding temporarily, even if a very large artery is cut; maintaining the pressure on the wound, now thoroughly clean the skin about it, using a clean new nail brush and soap and water, and lastly give it a good wash with pure

Elliman's on pieces of lint or linen. Take off the pad and if the bleeding was capillary it will have ceased.

Now thoroughly wash the wound with Elliman's diluted, as you did the skin. Elliman's being an antiseptic will help to destroy the germs, and being a styptic, will check the bleeding which has probably restarted through the scrubbing.

Treat the wound as described under "Wounds."



FIG. 18.

Compression (by fingers) of the Brachial artery.

HEADACHE, Sick (see Biliary).

HIP, Dislocation of the (see Dislocation).

INFLAMMATION, reduction of.—Elliman's may be applied to the skin for the treatment of inflammation of various kinds and simply causes temporary redness when rubbed on the skin, and so acts as a rubefacient. Thus pain is relieved, because the embrocation tends to prevent or diminish the amount of inflammation in its earliest stage.

When swelling is present, the mechanical rubbing on of Elliman's drives away the stagnant blood and unhealthy fluids, and brings about a rapid flow of bright and healthy blood, so relieving engorgement, and at the same time bringing abundant nourishment to the tissues which have been injured, to enable them to repair that injury.

Elliman's in addition, by virtue of certain constituents, possesses the property of directly stimulating the blood vessels of the skin to a

healthy action. It thus prevents the formation of abscess.

INSECT BITES AND STINGS.

—The irritation may be quickly relieved by the application direct to the injury of 1 part of Elliman's to 2 parts of water. Constantly renew by steeping rags in the lotion. Should the swelling persist, apply hot fomentations.

JOINTS.—First-Aid Treatment in Dislocations or Fractures is described under these headings.

KNEE, Dislocation of (see Dislocations).

KNEE.—**Stiffness, Inflammation, etc.**—A complaint common amongst Sportsmen, Athletes and Runners, especially at the commencement of a season. If the trouble is confined to aching and stiffness only, due to over-working the knee-joint, a good rubbing with Elliman's two or three times a day should be sufficient to restore the knee to suppleness and to subdue any minor condition of inflammation which may be present. In more severe cases of inflammation, especially if there is any suspicion of injury to the cartilage, medical advice should be taken before attempting any kind of self-treatment—as there may be some danger of synovitis ("water on the knee") supervening.

LUMBAGO. — **Treatment.** — Though chiefly a winter complaint, Lumbago may occur in the summer months as a result of neglect after violent exertion, exposure to rain or evening chills. Endeavour to secure heat in all cases. Hot fomentations and vigorous massage with Elliman's. Then put on a warm flannel bandage and retain in position. A most efficacious treatment is to sprinkle a piece of flannel with Elliman's, place it on the small of the back and keep on during the night.

MASSAGE

The lubricating, emulsive, penetrative and stimulating powers of Elliman's have long been recognised as without a rival in removing stiffness and soreness of the limbs, in restoring supple pliancy to the muscles, in preventing adhesions, and in the after-treatment of Sprains, Dislocations and Fractures in order to restore normal health and freedom of movement to the injured limb.

In all forms of Athletics and Sports, too, and in the general training of the Athlete, **MASSAGE WITH ELLIMAN'S** is rightly considered as indispensable.

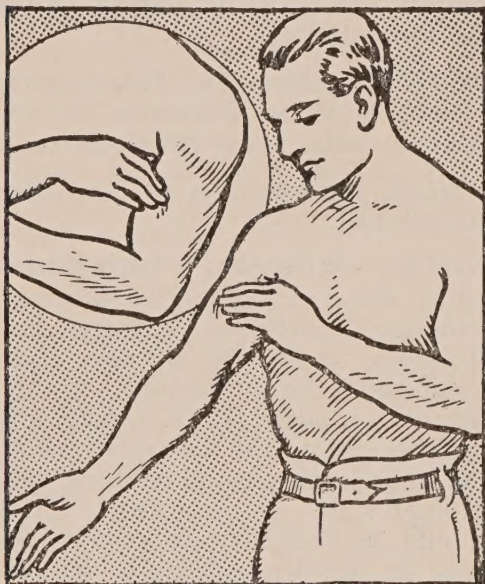


FIG. 20.

SELF-MASSAGE OF THE BICEPS (using Elliman's as a lubricant). Hold arm as shown. Take a small quantity of Elliman's and massage thoroughly, principally with the fingers and with the hand slightly curved. Press lightly or not at all in working *away* from the shoulder but press strongly when working *towards* the shoulder. Massage first with the Biceps relaxed and repeat with the Biceps contracted.

The following short exposition of the principles of Massage will be helpful, especially as simple methods are shown whereby Self-Massage may be employed where the services of a third party are not available:—

Do not massage with cold hands.

For massage purposes use small quantities of Elliman's in the various manipulations.

The movements may be called:—

1. Stroking.
2. Kneading

3. Friction.
4. Tapping.
5. Vibration.

Most people rub up and down with equal pressure. This is incorrect. Massage rubbing is a mixed stroking and kneading movement.

Let it be at once understood that all rubbing, stroking, or other movements should always be directed **upwards** on the limbs, **downwards** on the head and neck, because this is the direction in



FIG. 21.

SELF-MASSAGE OF THE FOREARM (using Elliman's as a lubricant). Hold arm as shown. Massage with the whole of the curved hand the *outside* part of the forearm; then rotate the arm and massage the flexor muscles also. Do this first with the muscles relaxed (hand open) and repeat with the muscles contracted by clenching the fist.

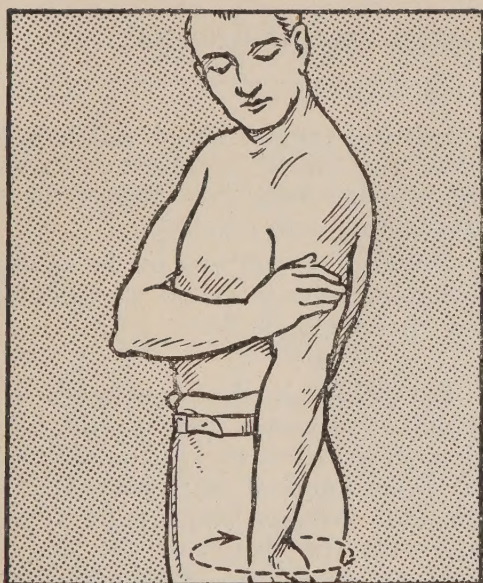


FIG. 22.

SELF-MASSAGE OF THE TRICEPS (using Elliman's as a lubricant). Commence as shown above. Then gradually rotate the wrist so that all parts of the triceps come under the massaging hand. First relax and then contract the muscles while the massage proceeds—always using pressure *towards* the shoulder and never *away* from it.

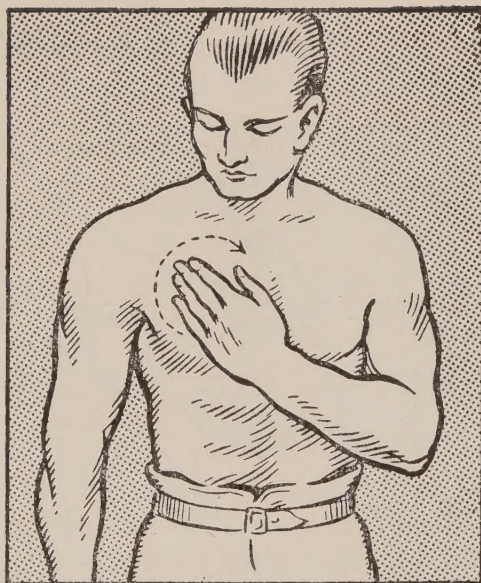


FIG. 24.

SELF-MASSAGE OF THE CHEST (using Elliman's as a lubricant). Stand as shown above and proceed to massage, using a gripping and pinching movement of the fingers throughout. In the case of the right hand on the left breast commence with an *upward* movement towards the left shoulder and continue in a circular direction. *Vice versa* for the left hand on the right breast.

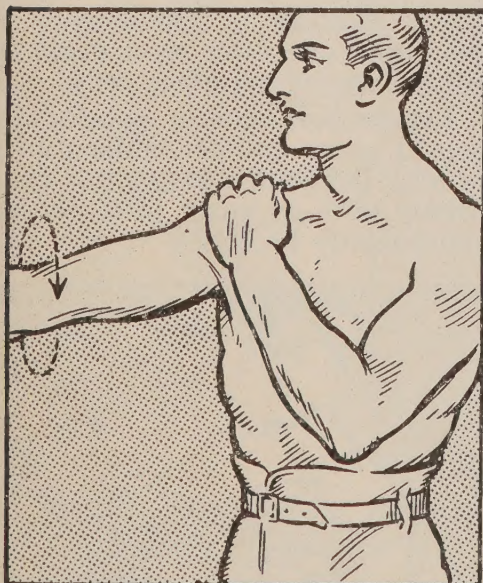


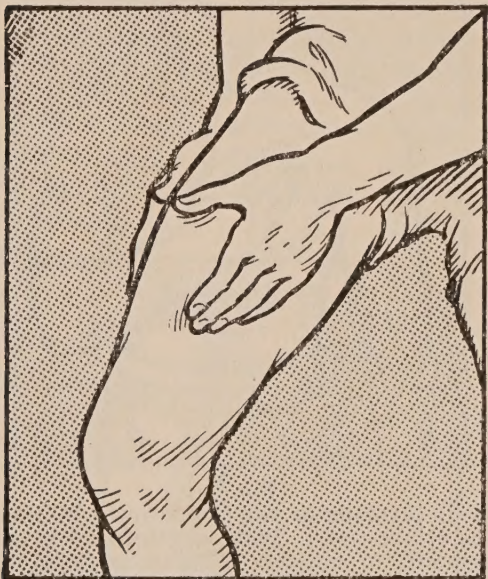
FIG. 23.

SELF-MASSAGE OF THE DELTOIDS (using Elliman's as a lubricant). Grasp the Deltoids firmly as shown and proceed to massage as explained in the text—rotating the arm slowly while doing so, as indicated by the arrow, in order that all parts of the muscle are dealt with. Use principally the first, second and third fingers, and the side of the thumb. Pressure must be employed only *towards* the neck.



FIG. 25.

SELF-MASSAGE OF THE CALF (using Elliman's as a lubricant.) Start in a seated position as shown, holding the hands firmly against the calf muscles. Elliman's may be used liberally in the massage, which should be performed by regular, rhythmic pressure upwards and downwards, with the greatest pressure on the *upward* movements. Use the "kneading" or pinching motion, working the hands gradually right round the leg, so that the thumbs meet on the shin bone.



FIGS. 26, 27 and 28.

SELF-MASSAGE OF THE THIGH (using Elliman's as a lubricant). Start in position as shown in Fig. 26, with the leg slightly bent. Massage as described under Fig. 25. While continuing a kneading or gripping movement, the leg should be regularly straightened and bent alternately. As the leg straightens "tense" or contract the thigh muscles—relaxing them as the leg is bent. After a few movements up and down (pressure always on the *up-strokes*) change to position of hands shown in Fig. 27. Fig. 28 shows how to start massaging the important muscle on the inside of the knee. After a few movements with the hand held as shown, complete the massage by a pinching or gripping movement, using the thumb with the hand laid flat above the knee.

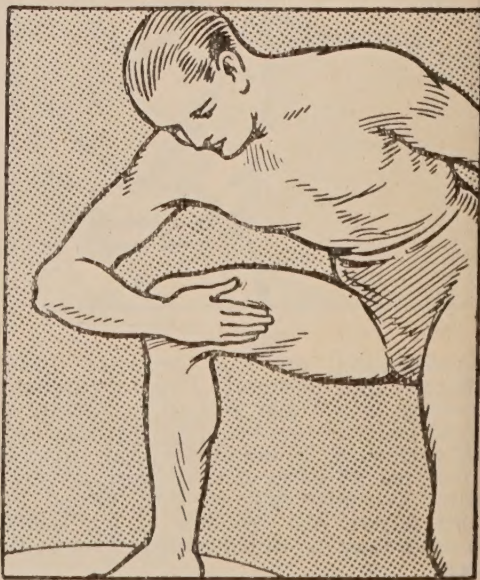


which the venous blood and lymph flow, and in all conditions calling for massage these two streams need stimulating and helping.

Stroking or rubbing in the wrong direction retards rather than helps the current in its flow.

Stroking is the movement by which all massage begins, and may be performed with varying degrees of force, and if the part is exquisitely tender, very gentle stroking with the palms of the fingers only can be borne. When the pain has subsided, firmer stroking can be performed, and the palm of the hand used, either flat as in rubbing, or by grasping the limb between the fingers and thumb. If the limb or part be large, the palm of one hand may be placed on one side, and the other palm on the opposite side and both pushed towards the trunk, either together or alternately; if the latter, one palm must begin its strokes just as the other ends.

Except for acutely painful inflamed parts, and to soothe nerves or allay irritability, stroking is done briskly with as much force as can conveniently be borne.



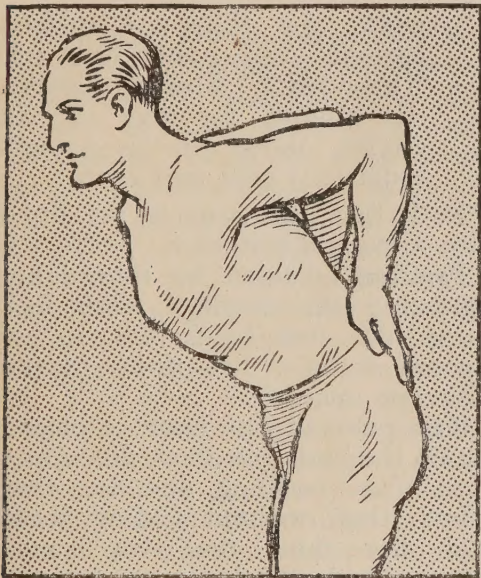


FIG. 29.

SELF-MASSAGE OF THE SMALL OF THE BACK (using Elliman's as a lubricant). This massage is a valuable aid to bodily suppleness. Commence in the position shown, working the hands up and down (pressure always on the *up* strokes). Then hold one hand above the other on the small of the back, exerting pressure on the muscles with the *back* of the hands. In this movement the knuckles may be used freely to exercise the kneading motions of massage. Work the hands simultaneously but in *opposite* directions.

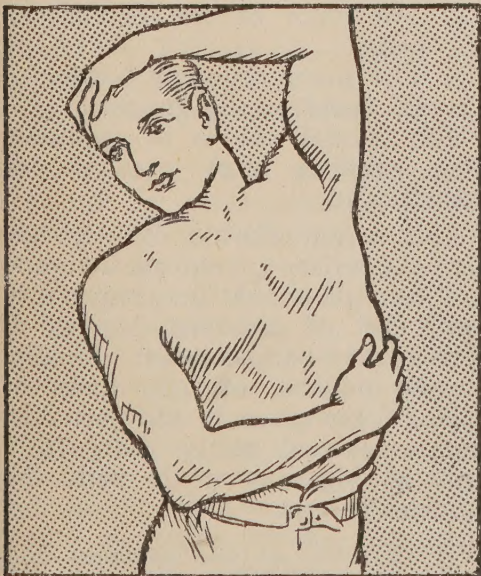


FIG. 31.

SELF-MASSAGE OF THE SIDE OBLIQUE MUSCLES (using Elliman's as a lubricant). Stand as shown and massage thoroughly the whole length of the side muscles with the flat of the curved hand. Repeat this for the right side.

Kneading is the most useful of all movements for dispersing chronic inflammations and reducing thickening consequent upon such.

As the name aptly indicates, the tissues are thoroughly manipulated. The only precautions are to avoid using so much force as to bruise the delicate tissues, and always to do the kneading from below upwards.

It is done in various ways :—

1. A piece of muscle may be picked up between the index finger and thumb and rolled between them five or six times, then the piece immediately above is taken, and the process repeated, until the whole muscle is treated.
2. If the muscle be large, it may be grasped between the fingers and thumb, and the latter

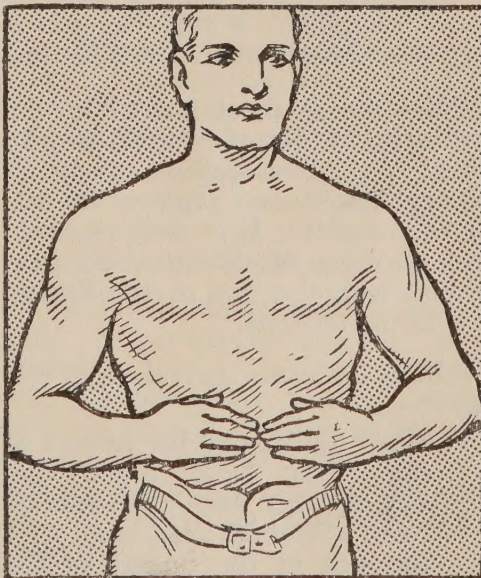


FIG. 30.

SELF-MASSAGE OF THE ABDOMINAL MUSCLES (using Elliman's as a lubricant). Hold the hands as shown in sketch—finger-tips touching. First lean back to contract the abdominal muscles; then massage with the finger-tips with a brisk up and down movement. After this, turn the fingers downwards so that the thumbs come together, and complete by pressure principally from the thumbs in a kneading movement. To relax the muscles for a repetition of the above, simply incline the body slightly forwards.

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used to well knead, roll, and squeeze it against the fingers (Fig. 22).

3. Or the whole limb may be grasped with the thumbs in front and the fingers behind, and the tissues **squeezed** against the bones, then relaxed and squeezed again (Fig. 23).

The squeezing is done just as a wet sponge is squeezed.

4. Again the limb may be grasped between the thumbs in front and the fingers behind, but with one hand **higher** than the other now squeeze firmly, then roll the muscles with the hands as if "wringing" them (Fig. 24).
5. The last method used is that called "Fulling," which consists in rolling the limb between one's palms, as one "twiddles" a stick or warms one's hands when cold (Fig. 25.)

Friction is most useful in the treatment of chronic effusions into joints, and after sprains, where it corresponds to and replaces kneading of muscles. It is really a deep, firm stroking movement best performed with the tips of the fingers or with the thumbs.

About Joints.—It is done in two ways :—

1. With the tips of the fingers of one hand, held almost vertically, rub firmly **upwards** over a limited area, and with the tips of the fingers of the other hand rub the **same area** transversely, really performing small circles or ellipses alternately.
2. The second way is to grasp the joint between the fingers and the thumb, and without moving the thumb on the skin roll it about in the form of a circle. In this way the tissues under-

neath the skin are rubbed against one another, i.e. "kneaded." Having rolled the thumb for five or six circles, move on to a new (adjacent) spot and repeat.

Both these movements are done with force and briskness.

Friction is aided by thoroughly squeezing the swollen joints between the two hands for a few seconds four or five times in the following manner :—

The palm of one hand is placed flat on the limb just above the upper limit of the swelling, and the other below, then without sliding them over the skin, the two hands are pressed firmly towards one another, compressing the fluid present (Fig. 27).

Tapping is done either with :—

1. The tips of the fingers.
2. The palm of the fingers (Fig. 28).
3. The palm of the hand either straight or half-closed so as to contain a cushion of air.
4. The back of the half-closed hand.
5. The inner or outer border of the hand or the knuckles.

The special use is to stimulate weak muscles after paralysis or after fatigue.

The action should be entirely from the wrist—pianoforte action—and the taps should be always very rapid and of different degrees of force as may be necessary. Finally, a rapid number of light flicks or "slaps" are given to the part. In some cases such as the abdomen, a kind of vigorous push with the knuckles is best.

RUPTURES of the muscles and tendons and what are called "pulled muscles" are always liable to occur in strenuous sports and games, and may be due to over-enthusiasm in attempting to do too much, as in

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the case of a Tennis Player making a desperate attempt to retrieve a ball wide of the body ; a Cricketer in the outfield attempting an "impossible" catch ; or an Athlete attempting to break records in Field events. The best preventive of such painful and crippling accidents is to ensure that the muscles upon which such strains are likely to fall are kept in a supple and pliant condition by means of daily massage with Elliman's. When a rupture occurs the assistance of a doctor should be immediately sought. The after-treatment is plenty of rest, then gradually increasing movements of the affected part, combined with friction with Elliman's twice a day. On no account try to secure too much movement at any one time. "Gently does it" must be the watchword.

SLEEPLESSNESS.—Restful sleep may often be induced by taking a hot bath, followed by a glass of hot milk last thing before retiring, and a general massage with Elliman's of all the limbs.

SPRAINS, Effects of.—These are immediate and remote.

The immediate results are due to the violence.

The remote effects to Inflammation and its consequences, which must be warded off by the application of Elliman's.

A Sprain or Strain is the sudden tearing or stretching of the ligaments or portion of ligaments about a joint, or at the attachment of muscles. The first symptom is a sudden, more or less severe, tearing pain, often of a sickening character, immediately following upon a wrench or some severe exertion. Soon this is succeeded by the typical signs of inflammation, i.e. pain of a throbbing nature, Heat, Swelling and Redness. The slightest movement of the part increases the pain.

Treatment.—First Day.—As soon as possible, apply cold to the affected part, the best way being to allow cold water from a tap to run over the joint in a gentle stream for from five to ten minutes, three times a day. Bandages (see page 4) soaked in cold water may be bound round the part hurt, but they must be kept cold and wet.

Second and Following Days.—Discontinue cold ; thoroughly foment the part with hot water for ten minutes, then dry rapidly but gently, pour some Elliman's into palm and gently rub affected area from below upwards repeatedly, **until the Embrocation has disappeared**, when some more may be poured on the palm and the process repeated for from five to ten minutes. Then wrap the joint or part in dry cotton wool or flannel ; bandage firmly and elevate the part on a pillow. This rubbing with Elliman's should be done twice a day at first, gradually increasing in vigour as long as the skin shows no sign of being chafed. Later, three times a day, combined with **Massage** (see page 16) in order to counteract possible adhesions.

STIFFNESS after sprains, bruises, injury or over-exertion of any particular part, can be quickly overcome by gentle massage with Elliman's first, increasing in vigour day by day, followed by the encouragement of movement in the part as much as possible (see **Massage**).

STINGS (see **Insect Bites**).

SYNOVITIS is an inflammation affecting the oil-secreting membranes of a joint. Swelling is always present with pain and tenderness. One great symptom is that of weakness, which engenders dread of using the limb. The cause of this weakness is obvious inflammation around the ligaments

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and capsule—these are then stretched by the distention of the joint with fluid, and so their function, that of binding the bone formation together, is lost. The first and foremost treatment is rest, so keep the part as still as possible, and wrap around with a piece of flannel sprinkled with Elliman's.

TENDONS (see Rupture).

TENNIS ELBOW is a particular ailment often complained of by Tennis Players, especially in the early season, the exact condition of which it is difficult to diagnose. In some cases it may be due to the repeated **concussions** transmitted from wrist to elbow which set up a form of **Strain or Sprain**. In other cases **bruising of the cartilage** in the elbow-joint may be the cause of the pain. Nerves, too, have something to do with this peculiar condition, so it is difficult to give any specific and definite advice as to how to treat any individual case. Generally speaking, however, few cases of Tennis Elbow can resist the following method of treatment: **At the first onset** of pain, stiffness or lack of that "suppleness" in the elbow which makes a shot—particularly a back-stroke—difficult, the patient should rigorously cut out any further Tennis until the condition is rectified. Rest, combined with a liberal rubbing-in of Elliman's, at least twice a day, should be immediately resorted to—and if the elbow will stand it without pain, a regular exercise should be taken as though developing the biceps—alternately clenching the fist and unclenching it; "rolling" the arm in a rotary direction, and bringing the whole arm into play by bending the arm so that the elbow is at the fulcrum of a right angle, following which the whole limb should be stretched to its full extent. This alternate

contraction and flexion of the muscles should be carried out for as long as no sense of fatigue is felt.

In Severe Cases it is most important that no exercise of any kind should be undertaken until the pain has subsided, as any attempt to give "freedom" to the locked joint may only result in further injury. The best way is to apply **hot fomentations** at first—flannel soaked in hot water and liberally sprinkled with Elliman's. In those cases **do not rub** until the pain has disappeared. After this has subsided, proceed as above ("**At the first onset**"). One must remember that **inflammation** of the tissues, or "weeping" of the cartilage as in synovitis, may be present. Once again **Rest** and **Hot Fomentations** with Elliman's are the **Safest** measures to adopt.

TENNIS WRIST.—This is another condition analogous to "Tennis Elbow," but seldom so serious, as it is usually due to quite "local" stiffness. If manifesting itself in a "cramped" feeling of the wrist—sometimes accompanied by a slight but painful swelling between the base of the thumb and the third joint of the first finger—**hot fomentations** with Elliman's are again indicated. An elastic wrist-band may also tend to ease this condition. Many Tennis Players also advocate a **change of grip on the racket**. Try a different position of the thumb and fingers. Do not work **against** the muscles, but **with** them. In any case persistent rolling and pinching (see **Massage**) with Elliman's will prove of enormous help, and another useful exercise is to clench the fist and move it in a rotary direction as though trying to "screw" the fist off the wrist.

TENNIS SHOULDER.—Strictly speaking there is no such thing, for the same condition of muscular

strain or stiffness may be produced by almost any form of shoulder movement involving the strenuous use of muscles unaccustomed to exertion. Tennis Players, therefore, who suffer from stiff shoulder muscles should give the affected part a vigorous Massage with Elliman's twice daily. In severe cases, hot fomentations. A useful exercise to "loosen the muscles" is to practise with a ball of paper as though you were a bowler at cricket bowling alternately **overarm** (with no suggestion of a "throwing" action) and **underarm**. In these exercises take care that the elbow is

not **bent**, but that the whole arm "follows-through" smoothly with a **circular** movement.

WOUNDS AND CUTS must always be most carefully cleaned before bandaging. Strong antiseptics should **not** be used, as they do harm to the tissues, so just use plain water containing a tablespoonful of Elliman's to the pint. Use clean pieces of linen soaked in the lotion. To dress the wound, soak a clean piece of linen in a mixture of one part of Elliman's to two of water, put it on the wound, cover with a dry piece of linen or oiled silk, and bandage in place.

Rub in Elliman's Rub out Pain!

I felt I really must write when I saw your Advertisement in the paper this morning, "Rub IN Elliman's—Rub OUT Pain." I remarked to a friend—*"There never was a truer Advertisement."*

Last Saturday, I began suddenly with Gastric trouble. I had agonising pains, I could not lie down or sit up; the whole of Sunday the pains continued. I could not get any relief. I asked a friend to rub my back gently with the Embrocation. Even the light pressure of her hand gave

me pain, but the effect was almost magical, and in less than half an hour I was able to lie down. I had a most restful sleep, and when I wakened my pains had all gone.

M. LANSEY,
184, Northdown Road,
Cliftonville, Margate.

HINTS on TRAINING

Everyone who wishes to be proficient at his or her chosen sport or branch of athletics—and, after all, the achievement of victory is “the big thrill” which leads us on—should undertake some kind of regular training “routine.” To do so is to gain the additional delight of achieving that priceless possession—**physical fitness**, and to increase the benefits of open air and exercise many-fold.

Even those to whom the idea of systematic exercises is unattractive because of fancied monotony or because it might interfere with the ordinary day's programme should at least make the effort, and they will be agreeably surprised to find how quickly they come to regard such light training as a pleasurable necessity of life—which indeed it is.

The following general hints on Training are quite simple to follow, and involve no special apparatus:—

Breathing.—Correct breathing is the foundation of Physical Fitness. Without “sound wind” no degree of mere muscular strength is in itself sufficient to win the laurels offered in the various phases of sport. The swimmer becomes “blown” after a few strokes, the tennis-player or cricketer loses half the pleasures of the game by being unable to carry on after a few sets or spells of bowling or batting; the river enthusiast quickly finds enthusiasm evaporating when it is a case of “bellows to mend.” Another important point to consider is the dangerous strain which is put on the heart when the breathing is disordered and irregular. Now here is a simple plan which everybody can put into practice. **Whenever you walk** anywhere—short or long distances—hold your head erect, swing your arms, and while inhaling only through the nose, exhale only through the mouth. There is no need to walk quickly unless you wish. It is the **regularity** and **rhythm** of such correct breathing that will bring you speedy reward in the shape of increased lung power, better circulation, a clearer brain and better health generally.

A more systematic exercise, for which five or ten minutes can always be found before the morning ablutions, is to strip to the waist before an open window and carry out the following movements. First stand erect, heels together, toes at

an angle of 45 degrees, hands on hips. After two or three deep breaths—inhaling through the nose, and exhaling through the mouth—stand as before and let the hands drop limply to the sides, at the same time emptying the lungs. Now commence a long, steady **inhalation** through the nose, gradually raising the arms at right angles to the body—fingers outstretched, and also slowly rising upon tip-toe. At the end of this movement the arms will be stretched as far apart as possible on a level with the shoulders; the chest will be at its fullest expansion, and the body will be poised on the toes. Now exhale slowly through the

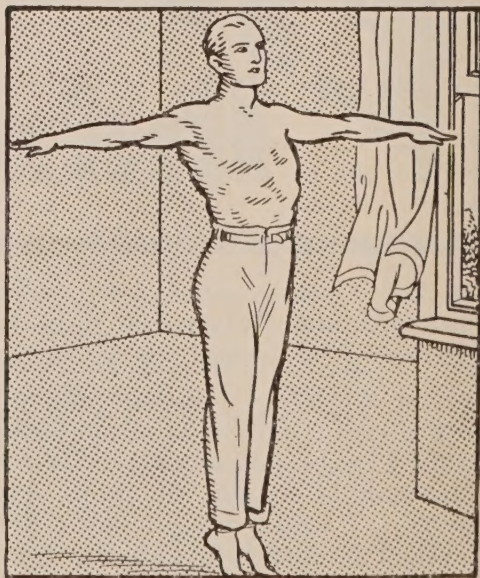


FIG. 32.

teeth with a hissing noise while gently lowering the arms to the sides and sinking back upon the heels (fig. 33). After a very little practice at this you will be able exactly to "time" these movements so that the inflation and deflation of the lungs coincide exactly with the raising and lowering of the arms and body. To expel the air with a hissing noise helps you to keep absolute regularity of exhalation, as the steady expulsion is audible to the ear.

After a few minutes of this "chest breathing," a spell of breathing from the diaphragm should be undertaken. Stand erect, heels together, and inflate the lower part of the lungs to their fullest extent, keeping the hands one on top of the other pressed firmly against the diaphragm. As you inhale you will feel the wall of the diaphragm gradually pushing

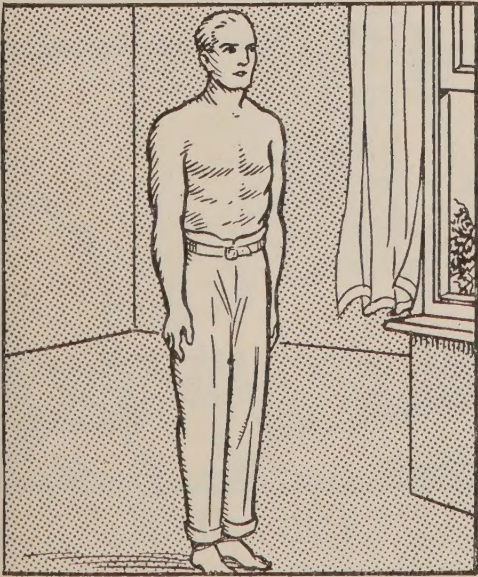


FIG. 33.

outwards against the pressure of the hands. Now hold the breath entirely for 30 to 50 seconds, and exhale slowly through the teeth as before, pressing the hands into the retreating wall of the diaphragm. A combination of these two exercises,

if pursued with regularity each morning, will do a great deal to perfect the action of the lungs.

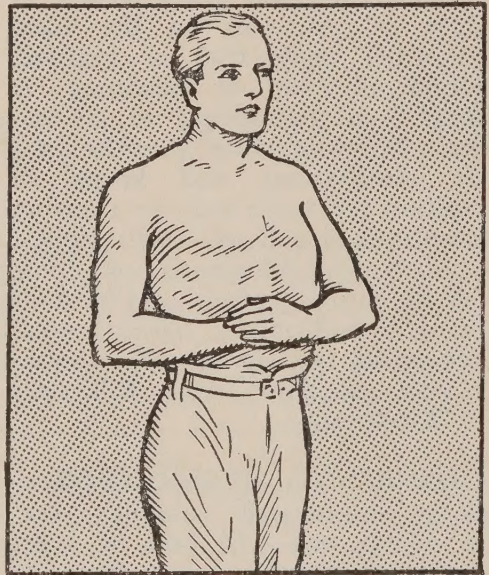


FIG. 34.

Of course for devotees of sports involving any specialised strain on the lungs and powers of endurance, this first-thing-in-the-morning routine should be supplemented by actual practice. Thus the Runner and the Cyclist will take his practice spins as usual; the Athlete and the Swimmer will follow their general mode of procedure, and so on.

But for those who find it difficult to be at actual practice during the week, and who can only spare Saturdays or Week-ends for their favourite sport, there is one magnificent all-round exercise which cannot be beaten as a measure of training. It is "elastic" inasmuch as it can be either gentle or strenuous; it is convenient because it requires little room; it costs nothing because there is no apparatus to buy. And though it is an essential feature of the Training of the World's Champions in almost every form of sport, it is equally available to the veriest novice, whether of weak or strong physique. In a word, this wonderful exercise is:

SKIPPING.—Nobody needs to be told how to skip. It comes naturally. Skip how you like provided that you come down as lightly as you can on the toes. Remember also that a regular, methodical rate of skipping is better than attempting to go too fast. This valuable exercise not only strengthens and keeps in condition the main muscles running from the heel and calf to the thigh, but is of great value to speedy foot-work on court or pitch, and to one's powers of endurance. After a spell of skipping the leg muscles should be well massaged with Elliman's (see **Massage**).

ABDOMINAL EXERCISES.—

Another immensely valuable exercise which you will find of great benefit, no matter what form of sport or athletics you may favour, is the following—specially designed to strengthen the muscles of the abdomen. The abdomen is, indeed, one of the "key" parts of the human body, as the muscles support the body and control the stomach. It is impossible to be really and truly "fit" if there is any trace of abdominal weakness. You can use this exercise with freedom: Lie on the back, using a cushion or two if it will give you greater comfort; lift your legs in the air and then proceed as though you were pedalling an imaginary bicycle. You will find it very hard work at first, so it is better to desist when you begin to feel tired. The next time try to "keep it up" for a minute longer; the third time for a minute and a half longer, and so on. You will be surprised to find how quickly this exercise comes easily to you, and you will soon "tone-up" and strengthen all the more important of "the stomach muscles." After each exercise in this way, massage the trunk as shown in the special section on **Massage**.

General Remarks.—It is perhaps superfluous to emphasise the health-value of **regularity** in hours and **moderation** in all things, except the enjoyment of fresh air, which may be unlimited.

Warm baths, followed by a rub-down with Elliman's, should be taken whenever possible as soon after any strenuous exertion as you can. Or if a bath is not available a good towelling will suffice to remove perspiration and to free the skin from impure exhalations. To close the pores after a warm bath, a cold shower should be used, or the skin sprinkled with cold water from a sponge, if a shower is not fitted in the bathroom.

Simple as the above Training Hints are, they have received the unqualified approval of Trainers and Physical Culturists, and they have the great advantage of being available to anybody.

(See **Massage**.)

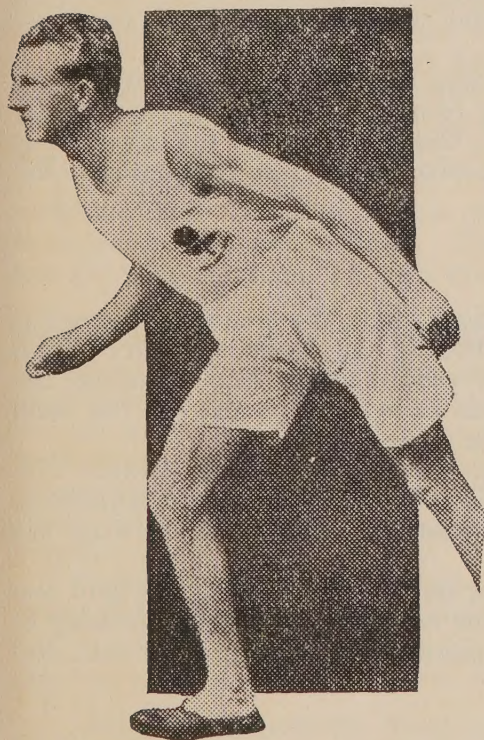


STIFFNESS

—Stiff, sore, aching, cramp-bound Muscles and Joints are restored to surprising suppleness and strength following

**MASSAGE WITH
ELLIMAN'S**

REMARKABLE EXPERIENCE of INTERNATIONAL RUNNER



MR. EDDIE KENRICK,
the English International Runner, whose
wonderful recovery through Elliman's is
given in full on this page.

Mr. Eddie Kenrick (English International, 1923) thanks Elliman's for an absolutely wonderful recovery after a serious foot breakdown:—

"On August 5th (Bank Holiday) I competed at Portmadoc Sports, and won three races (three-, half-, and one-mile flat events). Unluckily, owing to overstraining, and one event following the other, I strained myself at the finish so badly that I had difficulty to walk to the station. On arriving home, a friend handed me a 2s. bottle of your Embrocation, and I commenced using it liberally night and morning. For several days I could not walk without great pain. The bottom of my right foot, all underneath the arch, was black, and I had to resort to bandages. It was a very bad break. What with cold water bathing and the liberal use of your Embrocation, by Friday I commenced running again. However, on Saturday, August 10th, I attended another meeting, and, in spite of my foot, again won two races. My foot was inflamed soon afterwards. I decided to leave running alone. On Wednesday, August 14th, I ran a two-mile trial, and felt my foot better, but not quite right. On Saturday, August 17th, I ran at Bethel Sports (Carnarvon), with

some misgivings. I competed in a five-mile road race and one-mile run five minutes after the conclusion of the road race. My foot carried me through all right, and I felt little worse for the experience.

"I consider this a most remarkable cure. Imagine August 5th, a complete breakdown, inability to walk properly for several days. Then five days afterwards winning two races, and seven days after that winning a hard road race. I have known of breakdowns with runners before, but never have I heard or experienced such a wonderful recovery in so short a time."

EDDIE KENRICK (English International, 1923)

WHAT I OWE TO “SELF MASSAGE”

By THOMAS INCH

Physical Culturists have often complimented me upon the fact that at the age of 47 I am still able to attempt World's Weight-Lifting Records.

They apparently wonder if there is some kind of secret which accounts for the fact that my measurements are practically as good as ever, that I can still perform every one of the feats from my strong show and that, as far as can be ascertained, there is no man in the world to-day who can lift as much overhead single handed as I can.

Careful thought has led me to the conclusion that whilst many things have helped towards my athletic career, extending to some 34 years or so (and diet is certainly one of them, moderation in all things another), self-massage is perhaps the outstanding feature and also, probably the last thing which the average physical culturist would think of.

The explanation is very simple.

The Age Limit for Athletes Varies.

It is generally acknowledged that in athletics, where the element of speed is the governing factor, such as running and boxing, 30 is the age after which a man may be expected to deteriorate. At weight-lifting and wrestling the athlete often continues to excel until the age of 40 because he still has the same stamina and muscular development, if not the same speed.

But apart from speed, generally speaking, the bugbear of the athlete who would willingly remain in harness, but who finds his old-time power departing, is stiffness. It is stiffness of the muscular system which leads to what are known as muscle tears.

A man may have been quite a good athlete, he gives athleticism up, and one day, when perhaps still only in the thirties or early forties, whilst running to catch a train or 'bus, he feels a sudden and painful shock in, say, his calf, and stops as if shot.

How to reduce danger of Strain.

He has sustained a muscle tear and it will be three weeks or so before the trouble is properly remedied. He is right in thinking that if he had kept up his athleticism, or, at any rate, his daily exercises, the tear would probably have never happened. But what he does not realise is that he could have continued with athletics without much danger of strain for a longer period had he employed (regularly) self-massage and, further, whether he exercised or not, daily self-massage would have kept the muscles lissom and supple and free from danger of strain for many years to come.

A Valuable Tip.

In my own case, I can honestly say that there has been hardly a day when I did not practise self-massage for well over 30 years, and during all this time I have been in the habit of using, in connection with the massage, Elliman's Embrocation.

I particularly mention this famous rubbing preparation because some interesting experiments quickly proved to me that self-massage with the bare

A.A.A.—For Summer Sports and Holidays

hands, without a lubricant, and self-massage with “Elliman’s”—probably the oldest, certainly the best embrocation for athletes—are two very different things. It is not too much to say that Elliman’s easily doubles the benefit to be derived from self-massage practice.

Other athletes, having seen me rubbing down before attempting a World’s Record in my dressing room, vigorously applying Elliman’s, have taken the hint and adopted the practice, and their experience has been the same as my own.

Doctors surprised.

It has kept my muscles supple, kept away muscle tears ; it is the explanation I have always given to medical men who, having examined me, have remarked upon the youth, the life and the suppleness of my muscles, the skin and heart tone and the low blood-pressure for my age.

Daily self-massage with this Embrocation can take the place of exercise when for any reason whatever exercise cannot be indulged in. It is especially valuable to golfers, boxers, runners and tennis players, who simply **MUST** be loose and supple and also energetic.

Try it for yourself and see if you do not find yourself excelling at your weight-lifting. It is a test you can easily apply. Massage for a few minutes both before and after lifting. The massage beforehand will take the place of the old-time warming up with the weights themselves.

Reduces Obesity and maintains Physical Fitness.

I am firmly convinced that it assists development, it reduces obesity, it gives a feeling of well-being which must be experienced to be believed. Most people realise the value of massage, but they dismiss the idea of applying it to their case because the professional masseur is a difficult and rather expensive person to get hold of. But with a little practice it will be found that one can easily apply self-massage to every muscle of the body and obtain its many benefits.

I strongly recommend all who wish to get the best out of themselves to bring their physical culture training right up to date.

Modern Scientific Training Methods demand, of course, the very best aids that the world has to offer. In every branch of sport and athletics the importance of keeping the muscles supple and strong, dispelling stiffness and soreness, counter-acting inflammation and rubbing away at once the otherwise crippling effect of bruises and cramp, are universally recognised by all trainers.

Wherever games are played, sports pursued or feats of strength or endurance performed, whether by professionals or amateurs, there you will find that Elliman’s works wonders. Elliman’s is the Universal Stand-by in all exercises of physical powers and in overcoming the effects of accidents, strains, stiffness and fatigue or one of the many other emergencies that may arise. There seems to be some “magic” in Elliman’s that puts new LIFE into you just when you feel that you can’t go on any further.

TESTIMONIALS

ELLIMAN'S KEEPS CYCLIST "GOING."

Few athletic events demand such a combination of the dogged "carry on" spirit with the most efficient advance preparation and organisation as "push cycling" over long distances. In this branch of athletics too, the "magic" rub down with Elliman's has enabled riders to "keep up" and "keep going" when all seemed lost. Mr. George Albert, an Olympic Games Trainer, cites an amazing incident:—"I was training the winner of a 24-Hours' Cycling Handicap, who also finished third fastest. **At three hours my man was in a shocking condition** owing to saddle trouble, which also affected the muscles of his legs. However, after using my Elliman's, he got relief, **and carried on for the remaining 21 hours.** He fell from his machine (caused by a crash in front), and once again the stiffness was avoided by using Elliman's. His side was badly bruised."

It is impossible to calculate how much the world of Athletics owes to the enterprise of the makers of Elliman's, not only in this country but in every part of the world, and these notes afford only a few instances of the supreme value of this justly famous Embrocation.

AMATEUR STRONG MAN'S TRIBUTE.

Mr. C. A. Westrope, "Marcus," the famous Amateur Strong Man, who performs feats of strength whilst lying on a bed of nails, pays a fine tribute to Elliman's. "Having used it for all my training," he writes, "I have nothing but praise. It is the best of its kind I find to give that feeling of 'MUSCLE JOY' after hard exercise. After giving a performance of Strength Feats, I have a rub down with Elliman's and feel fit to start work all over again!"

THE CHAMPION EMBROCATION OF CHAMPIONS.

Elliman's can justly be called "The Champion Embrocation of Champions," for Champions must have the best to keep them in trim and preserve their fitness. Leading figures in all Sports and Athletics equally depend upon Elliman's, and Physical Culturists not the least. Mr. JACK ALLEN, Hon. Sec. Notts Physical Culture School, testifies:—"We have used Elliman's Embrocation for years and have found it a great Embrocation. We have now 69 members on our books and among them are English and County Champions."

NEVER MISSED A MATCH THANKS TO ELLIMAN'S.

"I have been a regular user of 'Elliman's' for the last 5 years, during which I have never missed a match for my club." (Football and Cricket).

Mr. JACK SCOTT, 15, Middlesex Road, Bootle, Liverpool.

"I find Elliman's most beneficial after strenuous exercise."—Nov. 24th, 1929.

J. P. DORMADY, 8, Howard's Rd., Plaistow, London, E.13.

SPECIALIST RECOMMENDS FOR FOOT STRENGTHENING.

"I recommend Clients to use Elliman's for foot strengthening and for toning up the Muscles generally in the course of my practice as a Foot Specialist."—Oct. 7th, 1929.

ERNEST S. DYKE, M.I.S.P., M.I.C.P., Wells.

"I have found your Embrocation a most wonderful preventative against insect bites."—Sept. 12th, 1929.

14, Collingham Place, South Kensington, S.W.

“ASTOUNDING RESULTS.”

“Having been in training recently for several Weight-lifting records, I decided to use your famous Embrocation, with astounding results.”

W. C. THOMAS, 81, Midland Road, Cotteridge, Birmingham.

“UNBEATABLE.”

“I am a football trainer and find your Embrocation is unbeatable.”

T. KING, Council Houses, Brownhills, Nr. Walsall.

“I have been suffering from cramp in the arms and shoulders and have obtained great relief from using Elliman’s.”

E. P. RICHARDSON, 5, Southcombe St., West Kensington, W.14.

“As a Gym. instructor I have never found anything to equal Elliman’s.”

D. W. BARNES, 17, Grey’s Road, Sussex.

“We have used your Embrocation for our Soccer Teams, one of which is considered the best in New York State, and have found it highly satisfactory for treating sprains and relieving sore and stiff limbs.”

JACK N. MILLER, Clan Bruce No. 291, New York.

KNEE TROUBLE DISPERSED IN 24 HOURS.

“Let me say how pleased I am I ever tried Elliman’s; for ten weeks I suffered awful pain with fluid on the knee. Nothing did any good until I tried Elliman’s, and in less than 24 hours pain had gone and has not returned.”
27th Nov., 1929.

WM. ACKERLEY, 121, Princes Road, Murrall.

INJURED HIP MUSCLES PUT RIGHT IN A WEEK.

“I should also like to say a word of praise for Elliman’s. A fortnight ago I met with an accident, fell down and hurt my back, went to hospital and had X-Rays four times. Doctor said no bones were broken, but that I had badly injured the muscles of my left hip, gave me a lotion to rub in and told me to go to bed and rest; after a week I was no better, but suffered agony of pain with every movement of my body and could not lie down, so I decided to try Elliman’s. After the first rubbing I was easier and after the third application I was able to move about with ease, and now, within a week, I can walk and lie down, and have not quite used a 2/- bottle, which speaks for itself.”

Mrs. M. D., Bristol.

MASSAGE WITH ELLIMAN’S RESTORES DRIED UP AND CROOKED ARM (AFTER BONE SETTING).

“I have very good reason to know the value of your embrocation, when used after setting a bone. Thirty-three years ago, when I was a boy of twelve years, I put out my elbow bones, playing football. I had my left arm tied up for six weeks, to let the bone get settled in the socket, and when opened up my arm was dried up and crooked. I was advised to massage the joint with Elliman’s Embrocation; after two bottles my arm was as good as ever again.”

JAMES FEENEY, Sunnyside, Newcastle West, Co. Limerick.

WONDERFUL FOR SPRAINS, BRUISES AND STIFFNESS!

Ever since we started our Gym. we have always found it a wonderful Embrocation for sprains and bruises, also for removing stiffness. We have in our Gym. at the present time two Amateur Weight Lifting Champions of Wales. They also hold World’s British Records.

JAMES BANKS (Secretary), Maestig, P.C.S.

**PAINFUL ARM MUSCLES RELIEVED
AND SWELLINGS REMOVED.**

I may say I have derived great benefit from the use of your Universal Embrocation. My work is heavy work at the best of times; the muscles of my right arm are often very painful after an extra hard day's work, so after a good hot bath at bed-time, I apply your Embrocation and bind with flannel for the night, which relieves the pain and takes away the swellings, and I am able to go on again in the morning.

GEORGE STEPHENSON, Stallinborough, Lincolnshire.

UNPARALLELED TESTIMONY AS TO EFFICACY!!

You may be interested to know that eight out of the nine riders in the Polytechnic 24-hour Tandem-paced Race, July 12-13th, 1929, were supplied with Elliman's Embrocation, and during the Race, as well as prior to the event, the Riders were rubbed with Elliman's.

Singularly enough, the only rider not using Elliman's had to retire from the race!

July 17th, 1929.

H. LEAT (Hon. Path. Secretary),
Polytechnic Cycling Club.

FINE BOTH FOR BRUISES AND AFTER EXERCISE.

I have found Elliman's Embrocation to be just fine, both in cases of bruises, etc., and after exercise.

Miss TAYLOR, Oldham.

**MOST BENEFICIAL FOR BACKACHES
AND SPRAINED WRISTS.**

It may interest you to know that I have used your Embrocation for Backache and found it most beneficial. I keep it by me in cases of emergency—further say, that I have proved what Elliman's can do in other ways, such as sprained wrist, etc.

J. H. WATSON, Sunderland.

"NOTHING CAN BEAT ELLIMAN'S."

I have always stressed in my talks to the boys that nothing can beat Elliman's Embrocation, and have freely used it in my training periods of Strand-pulling.

LOUIS A. HONNOR, Prescott.

WONDERFUL TESTIMONY FROM NEW ZEALAND—OPERATION ON KNEE PREVENTED.

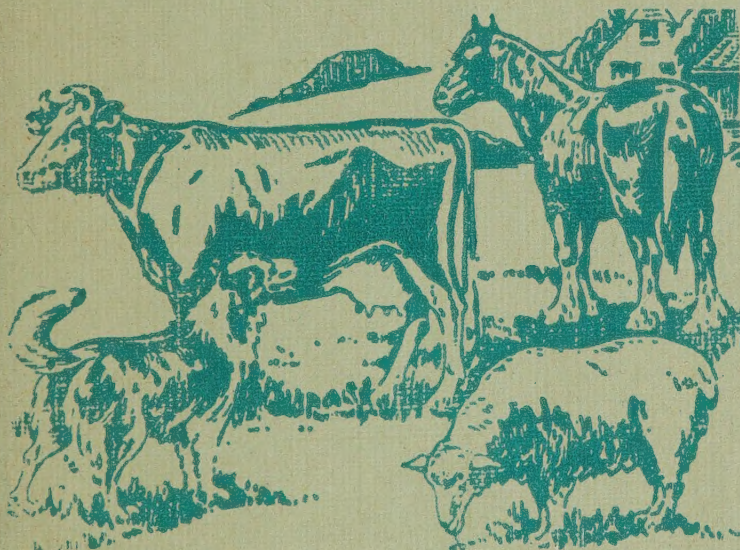
I had an injury to my knee and was taken to the Hospital, where the Doctor placed the X-rays on and stated that a bone was broken under the knee cap. For five months I lay in Hospital and for two weeks my knee was in plaster, and although my knee was better, the Doctor stated that it would not get right again, and ultimately I should have to have more bone taken out; he had already operated. However, I went home and tried Elliman's Embrocation and got relief at once, I continued with it with hot water bathing and the stiffness went from it, also the soreness and pain. I am *now able to walk twice a month over a mountain pass, 2½ miles from the bottom to the top.* My journey is thirty-two miles, and I go there in one day and back the next. Sixty-four miles over the southern Alps of the West Coast of New Zealand! I tell you this simply out of a feeling of gratitude to the makers of Elliman's Embrocation. I am *sixty-one years of age*, and so it is all the more credit to Elliman's.

P. E. CHALLIS, New Zealand.

ELLIMAN'S

ROYAL EMBROCATION

for ANIMALS



Elliman's ROYAL Embrocation is specially compounded for Veterinary use, and is incomparably invaluable to all keepers of Horses, Cattle, Dogs, Livestock, etc.

A prompt application of Elliman's Royal Embrocation will keep all kinds of Livestock, including Poultry, in fine fettle when otherwise they would fall sick. A bottle should be at hand for emergencies and prompt application in cases of:—

Splints
Sprains
Spavin
Rheumatism
Sore Throat

Sore Shoulders
Cramp
Capped Hocks
Broken Knees
Over-reaches

Cracked Heels
Simple
Wounds and
Cuts
etc., etc.

An ill-conditioned or lame animal means loss. Avoid such loss! **DEPEND** on Elliman's ROYAL Embrocation to keep your animals fit.

Prices: 1/6, 2/9 & 4/6.

THE ELLIMAN E.F.A. BOOK

216 pages, illustrated, price 6d. post free, deals with

FIRST-AID FOR ANIMALS

and its intelligent study will not only enable you to save your animals much suffering, but may even be the means of saving lives on occasions.

Send for a copy of this book now.

Elliman, Sons &
Co., Ltd.,
Slough, Bucks.

For
YOU
AND YOUR
FAMILY

ASK FOR

ELLIMAN'S
UNIVERSAL
Embrocation

1/3, 2/- and
4/-.

Of all
Chemists and
Stores.

ELLIMAN'S

for the

SUMMER SPORTSMAN and FAMILY CIRCLE!

The fact that Elliman's is the recognised stand-by for Summer Sportsmen, Athletes in training and others who must be in the pink of condition, emphasises its very great value in every Family Circle.

Rub IN
ELLIMAN'S
Rub
OUT Pain



This wise advice should be followed by all who have tired and aching muscles, painful stiffness, hurting joints, sprains, strains or inflamed swellings.

No home in the Land should be without a bottle of Elliman's always at hand. Be wise! Be prepared! Pains and Aches come upon us in a thousand ways . . . from Chills, Colds, Exposure, Accident, a Sudden Fall, Illness, Over-Exertion . . . Be prepared for Pain, so that when it comes you can "RUB IT OUT" at once.

ELLIMAN'S

LUBRICATION PENETRATION STIMULATION

These are the powerful healing attributes of the most essential to physical well-being. In restoring suppleness and vigorous elasticity out-of-practice muscles and in hundred and one common Accidents and Ailments Elliman's works wonders. It Penetrates and roots out the cause of Pain—a fact which is improved by its wonderful effect in cases of Inflammation, Adhesion etc., right down to the bone.

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